PLEASE
ATTACH A
29¢ STAMP

Will not be delivered without proper postage.

~~VIRGINIA SLIMS~~ SURVEY
P.O. BOX 4122
Schaumburg, Il 60168-9842

FOLD HERE

WANT CIGARETTE COUPONS AND FREE OFFERS BY MAIL?

Hey, you know a good deal when you see one. So, if you are a smoker 21 years of age or older, just fill out this 5-question survey, fold, tape shut and mail it back to us. If you qualify, you may start getting some great, money-saving coupons and free offers by mail.

☐ Mr.
☐ Ms.
☐ Mrs. _____ First _____ M.I. _____ Last

Address _____ Apt.# _____

City _____ State _____ ZIP _____ Phone ( ) _____

☐ Male
☐ Female

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

Signature (required) X _____ Birthdate (required) ___/___/___ Month Day Year

1. What is your regular brand of cigarettes—that is, the brand you smoke most often? _____ (brand name)
   A. Is your regular brand ...? (check one) ☐ Regular / King Size ☐ 100's ☐ 120's
   B. Is your regular brand ...? (check one) ☐ Menthol ☐ Non-Menthol
   C. Is your regular brand ...? (check one) ☐ Lowest / 1mg Tar ☐ Ultra / Extra LowTar ☐ Light / Mild ☐ Medium ☐ Full Flavor
   D. Do you usually buy it by the...? (check one) ☐ Pack ☐ Carton ☐ Both ways

2. The next time you go to the store, if your regular brand were not available, what would you do? (check one)
   ☐ Go to another store to buy my regular brand. ☐ Wait until the store has my regular brand.
   ☐ Buy another type or length of my regular brand. ☐ Buy a different brand entirely.

FOLD HERE

3. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Cambridge	☐ Kent	☐ Montclair	☐ Raleigh Bars	☐ Vantage
☐ Basic	☐ Camel	☐ Kool	☐ Muse	☐ Salem	☐ Viceroy
☐ Benson & Hedges	☐ Capri	☐ Magna	☐ Newport	☐ Sterling	☐ Virginia Slims
☐ Best Buy	☐ Carlton	☐ Marlboro	☐ Now	☐ Store Brand/Generic	☐ Winston
☐ Best Value	☐ Doral	☐ Merit	☐ Parliament	☐ Superslims	☐ None
☐ Bristol	☐ GPC	☐ Misty	☐ Pyramid	☐ True	☐ Other _____ (brand)
☐ Bucks		☐ Monarch			

4. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name _____ # of packs _____

Brand Name _____ # of packs _____

Brand Name _____ # of packs _____

Brand Name _____ # of packs _____

5. Do you have friends, 21 years of age or older, who smoke and would like to receive free cigarettes and branded incentive items in the mail? Please print full names and phone numbers.

First Name _____ M.I. _____ Last Name _____ First Name _____ M.I. _____ Last Name _____

Phone Number ( ) _____ Phone Number ( ) _____

© Philip Morris Inc. 1994

2071459808

Oh 10/19/94